

## Message Text

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PAGE 01 HAMBUR 00764 231307Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 ICA-20 /041 W  
-----028519 231706Z /50

R 231036Z JUN 78  
FM AMCONSUL HAMBURG  
TO SECSTATE WASHDC 4806  
INFO AMEMBASSY BONN  
AMCONSUL BREMEN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL MUNICH  
AMCONSUL STUTTGART  
USMISSION USBERLIN  
AMEMBASSY BERN

UNCLAS HAMBURG 764

E.O. 11652: N/A  
TAGS: BEXP, XX

SUBJECT: FOREIGN BUYER PROGRAM (FBP): MULTILANGUAGE TRADE SHOW  
PROMOTION BROCHURES

REF: (A) STATE 48966, (B) STATE 122155, (C) STATE 147812

1. HAMBURG IS QUARTERBACKING FRG-WIDE PROMOTION OF  
INSTRUMENTATION/AUTOMATION CONFERENCE AND EXHIBITION,  
OCTOBER 15-19, IN PHILADELPHIA (RED CARPET) AND THE  
NATIONAL COMPUTER CONFERENCE (NCC '79) AND SHOW,  
JUNE 4-7, IN NEW YORK (FLYING CARPET).

2. FOR INSTRUMENTATION/AUTOMATION WE HAVE RECEIVED  
250 COPIES OF SIMPLE MULTILANGUAGE BROCHURE BRIEFLY  
DESCRIBING SHOW AND CONTAINING SHOW AND HOTEL RESERVATION  
FORMS. WE DO NOT REQUIRE MORE OF THESE BROCHURES. FOR OUR  
CONTINUING PROMOTION OF THIS SHOW (WE HAVE ALREADY  
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MADE TWO MAILINGS OF 1,000 EACH), WE NEED COPIES  
OF PRESS RELEASES, CURRENT EXHIBITOR LISTS, AND  
DETAILED DESCRIPTION OF CONFERENCE AGENDA. WE ALSO  
MUST KNOW IF ENGLISH/GERMAN SIMULTANEOUS TRANSLATION  
FACILITIES WILL BE AVAILABLE. THESE MATERIALS AND  
INFORMATION ARE NEEDED FOR OUR PROMOTIONAL EFFORTS  
WITH HARD CORE OF 50 PROSPECTIVE SHOW VISITORS

DEVELOPED THROUGH OUR MAILINGS AND OTHER TECHNIQUES  
(WE ARE TRYING WITH WINDROSE TRAVEL AGENCY AND PAN  
AM TO ORGANIZE TOUR GROUP OF AT LEAST 30 PEOPLE FROM  
GERMANY).

3. REGARDING OUR PROMOTION OF NCC '79 , WE WILL RE-  
QUIRE 2,000 MULTILANGUAGE TRADE SHOW BROCHURES,  
SHOW CATALOG AND EXHIBITOR LISTS FROM PREVIOUS SHOW,  
AND PRESS RELEASES.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Review Markings:**  
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